

Message Text

UNCLASSIFIED POSS DUPE

PAGE 01 MOSCOW 06135 201736Z

70

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 017637

R 201403Z APR 76
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
INFO SECSTATE WASHDC 2771
AMEMBASSY BUCHAREST
AMEMBASSY PRAGUE
AMEMBASSY VIENNA
AMEMBASSY WARSAW

UNCLAS MOSCOW 6135

USDOC FOR BEWT/THOMPSON AND DOLLISON AND BDC/AXELROD

VIENNA FOR EWTDO/MARTIN

WARSAW FOR TDTIO/HERTZBERG

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJECT: FOOD PROCESSING AND PACKAGING - TECHNICAL SALES SEMINAR

1. FINAL REPORT FOR FOOD PROCESSING & PACKAGING 76, TECHNICAL
SALES SEMINAR AS OF COB APRIL 16, 1976. STANDARD REPORTING
FORMAL FOLLOWS:

1. FOOD PROCESSING AND PACKAGING '76, T.S.S.
2. U.S. COMMERCIAL OFFICE, MOSCOW, APRIL 14-16 1976.
3. AGENTS APPOINTED -O- UNDER NEGOTIATION -1-
4. FLOOR SALES -O-

12 MONTH PROJECTION 8,000,000 U.S. DOLLARS

5. NUMBER OF REGISTERED VISITORS - O-
UNCLASSIFIED
UNCLASSIFIED

PAGE 02 MOSCOW 06135 201736Z

FOLLOWING IS BREAKDOWN OF ATTENDANCE DURING LECTURES:

14 APRIL (A.M.) A EPSTEIN 103

14 APRIL (P.M.) FMC	58
14 APRIL (P.M.) VOTATOR	63
15 APRIL (A.M.) CONTINENTAL CAN	65
15 APRIL (P.M.) PECO	45
15 APRIL (P.M.) FRANRICA	38
16 APRIL (A.M.) GREEN BAY	38
16 APRIL (A.M.) PROCTOR & SCHWARTZ	40
TOTAL	450

ABOVE FIGURES REPRESENT SEMINAR VISITORS ONLY. SOVIET MINISTRIES AND BUYING OFFICIALS HELD MEETINGS AT USCOMOFF WITH SEVERAL EXHIBITORS DURING LECTURE PERIODS. THESE VISITORS ARE NOT INCLUDED IN ABOVE TOTALS. AS USUAL, NO ATTEMPT WAS MADE TO KEEP A DOOR COUNT.

6. TOTAL NUMBER OF PARTICIPANTS: 8 PA'S FOR 8 COMPANIES

A. NEW-TO-EXPORT	-O-
B. NEW-TO-MARKET	-6-
C OLD-TO-MARKET	-2-
D. FULLY ACHIEVING MARKET OBJECTIVE	-6-
E. PARTIALLY ACHIEVING MARKET OBJECTIVE	-2-
F. FAILING TO ACHIEVE MARKET OBJECTIVE	-O-

G. NUMBER OF PARTICIPANTS FROM U.S. WHO HAVE
EUROPEAN REPRESENTATIVES FOR USSR: 5 AMERICANS FROM
2 COMPANIES.
UNCLASSIFIED
UNCLASSIFIED

PAGE 03 MOSCOW 06135 201736Z

3. HIGHLIGHTS. THE FOOD PROCESSING AND PACKAGING '76
TECHNICAL SALES SEMINAR WAS WELL RECEIVED BY SOVIET OFFICIALS
WHO ATTENDED THE THREE-DAY SERIES OF LECTURES. ATTENDANCE OF
450 SPECIALISTS WAS MUCH HIGHER THAN EXPECTED.

KICK-OFF VIP RECEPTION ON APRIL 13DREW 90 KEY SOVIET
GUESTS. THIS RECEPTION BROUGHT SPECIALISTS FROM ALL SECTIONS
OF PACKAGING AND FOOD PROCESSING PLUS KEY INDIVIDUALS FROM
GOSPLAN, STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY AND FOREIGN

TRADING ORGANIZATIONS.

FOLLOWING ARE COMMENTS FROM EXHIBITOR REPORT FORMS (BEING POUCHED BEWT/TPD THOMPSON). JAMES BRANNAN, MANAGER, SALES ADMINISTRATION, CONTINENTAL CAN INTERNATIONAL CORP. QUOTE EXTREMELY WELL PLANNED SEMINAR FROM ALL ASPECTS. LEVEL OF PERSONNEL IN ATTENDANCE EXTREMELY HIGH AND VERY WELL VERSED. ACCOMMODATIONS WERE NOTHING SHORT OF OUTSTANDING. UNQUOTE CLEARED FOR PUBLICATION. ED DUDLEY, PRESIDENT, PECO CORP, QUOTE PLANNING AND COORDINATION BY COMMERCE VERY GOOD. ATTENDANCE BY RUSSAINS GOOD. FACILITIES EXCELLENT. UNQUOTE. CLEARED FOR PUBLICATION. G. VIOVANETTI, FMC QUOTE MOSCOW POST PRESENTED VERY PROFESSIONAL SEMINAR FACILITIES AND RESPONSE BY SOVIETS WAS QUITE ADEQUATE. THE COMMERCIAL OFFICE FACILITIES WERE WELL PREPARED AND EVERYTHING WENT BETTER THAN EXPECTED. UNQUOTE CLEARED FOR PUBLICATION.

4. COMMENTS. ONCE AGAIN ASSISTANCE BY CHAMBER IN DISTRIBUTING INVITATIONS AND SUPPORTING VISA REQUESTS WENT WITHOUT MAJOR PROBLEMS. INTERESTED MINISTRIES -- PRINCIPALLY MINISTRY OF FOOD INDUSTRY AND MINISTRY OF MEAT AND DAIRY INDUSTRY -- WERE SOMEWHAT SLOW IN RESPONDING TO COMMERCIAL OFFICE'S INITIAL REQUESTS FOR COOPERATION, BUT THEY DID COME THROUGH AT TIME OF SEMINAR, BOTH IN ENSURING GOOD ATTENDANCE BY THEIR SPECIALISTS AND IN ARRANGING APPOINTMENTS FOR FIRMS.

FMC AND CONTINENTAL CAN MADE EXCELLENT USE OF THE SEMINAR AS A VEHICLE TO FURTHER THEIR PROPOSALS WITH THE MINISTRY OF FOOD INDUSTRY. EPSTEIN'S REPRESENTATIVE LEFT MOSCOW EARLY BUT STILL MANAGED TO HAVE A USEFUL MEETING WITH THE MINISTRY OF MEAT AND DAIRY INDUSTRY. GREEN BAY'S REPRESENTATIVE VISITED
UNCLASSIFIED
UNCLASSIFIED

PAGE 04 MOSCOW 06135 201736Z

A DAIRY PLANT IN MOSCOW AND MET WITH THE MEAT AND DAIRY MINISTRY SPECIALISTS TO DISCUSS FIRM'S CAPABILITIES IN CHEESE PROCESSING AND PACKAGING. PROCTOR & SCHWARTZ' REPRESENTATIVES ALSO HAD MEETINGS ARRANGED WITH THE MINISTRY OF CHEMICAL INDUSTRY AND MINISTRY OF PETROLEUM REFINING AND PETROCHEMICAL INDUSTRY TO DISCUSS HIS FIRM'S EQUIPMENT FOR DRYING OF SYNTHETIC RUBBER AND SYNTHETIC FIBERS (UNRELATED TO SEMINAR TOPICS).

THREE OF THE SMALLER, MORE SPECIALIZED FIRMS, HAD SOME DIFFICULTY IN ATTRACTING SOVIET ATTENTION AND IN OBTAINING APPOINTMENTS. DESPITE COMMERCIAL OFFICE'S ATTEMPTS TO SET UP CALLS AT MINISTRY OF FOOD AND TEKHNOPROMIMPORT FOR PECO, VOTATOR AND FRANRICA, APPOINTMENTS DID NOT MATERIALIZE. NEVERTHELESS, THESE FIRMS MET WITH MANY SOVIET SPECIALISTS DURING SEMINAR BREAKS AND AT THE OPENING RECEPTION.

ONCE AGAIN THERE WAS A PROBLEM WITH LITERATURE ARRIVING IN SUFFICIENT QUANTITY AND ON TIME. SEVERAL OF THE FIRMS DID

NOT HAVE AN ADEQUATE SUPPLY OF BROCHURES ON HAND BECAUSE THE LITERATURE HAD NOT BEEN SENT OUT EARLY ENOUGH. WE URGE THAT IN THE FUTURE BEWT MAKE A STRONG PITCH TO ALL PARTICIPATNS TO MAIL OUT ABOUT 500 COPIES OF PRODUCT LITERATURE, AS MUCH AS SIX WEEKS IN ADVANCE (USING APO ADDRESS, AND, IF POSSIBLE, SENDING PACKAGES "PAL" -- PARCELAIR LIFT). IF FIRMS BALK AT SENDING 500 SETS BECAUSE OF WEIGHT AND COST, THEY SHOULD IN ANY CASE SEND AT LEAST 200 SETS FOR DISTRIBUTION DURING SEMINAR. THIS IS INDISPENSABLE FOR MOSCOW.

COMMERCIAL OFFICE APPRECIATED ASSISTANCE RENEDERED BY ESCORT OFFICER DOLLISON AND BY GROUP CHAIRMAN AXELROD.

STOESSEL

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MOSCOW06135
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760149-1075
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760444/aaaabktn.tel
Line Count: 183
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 12 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 JUL 2004 by SilvaL0>; APPROVED <20 SEP 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOOD PROCESSING AND PACKAGING - TECHNICAL SALES SEMINAR
TAGS: BEXP, UR
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006